

A STUDY ON SOCIAL MEDIA MARKETING AMONG STUDENTS IN CHENNAI

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Abstract:

Technology is been helpful in many ways for a human but there are problem faced by the current generation, which everyone neglect to look up on. The objectives of the paper is to identity the variable which are used for social media marketing and their relationship among students in Chennai. The data used for the study is primary source of collecting data from in and around Chennai region. The 153 respondent were answered the questionnaire through online collection method. The respondent were selected based on convenient sampling method. The tools used for the study is cross tabulation for to understand the variables and Garrett Ranking Techniques. The results shows that Facebook plays a major role in marketing of products followed by twitter and Instagram. The students are uses mobile mostly for entertainment purpose so the companies are used YouTube to market their products.

Keywords: social media, Marketing, YouTube.

Introduction

Technology is been helpful in many ways for a human but there are problem faced by the current generation, which everyone neglect to look up on. There are changes in the character of a person due to not knowing how to use his time in a productive manner and spending his time on technology. They are been forced to over use these technology and it is been misleading them. Many companies promote their product and their services on this particular area were many youngsters don't live their life as it meant to be. They Provide services on making the consumer believe that he deserve a better life.

Use of technology is banded in many public areas for the situation that leads the humans. The creative thinking that as an extraordinary gift that human has. But this technology is been not helping humans to think on its holding them back. It is making everyone consistent but not up to the mark. Not just the change in brain but there is lot of change in human thinking pattern too. This might lead him to have technostress. Even though the person finds it relaxing.

TABLE 1
Number of Mobile Phone Users in India from 2013 to 2019 (in Million)

Number of mobile phone users in million	
Year	
2013	542.9
2014	581.1
2015	638.4
2016	684.1
2017	730.7
2018	775.5
2019	813.2

Source: Statista

The above Table1 show the number of people use mobile phones in India, the numbers are in millions. The table shows that there is stable growth from the year 2013 to 2019. The number of mobile phone users in India are increasing at 40 to 55 million users every year.

TABLE 2
Number of Internet Users in India from 2015 to 2022 (in Million)

Years	Number of internet users in million
2015	259.88
2016	295.38
2017	331.77
2018	369.01
2019	407.11
2020	445.68
2021	479.51
2022	511.89

Source: Statista

This statistic provides information on the number of internet users in India from 2015 to 2022. In India there are more number of people using internet every day. The Table shows that there is a stable increase in the number of internet users every year in millions. Every year there is an increase of 40 to 50 million every year. Internet has been used on daily basis that is been helping and providing new information for its users.

The companies has high scope of earning more profit in the coming years. There will be more competitions in the coming days since there is lot of scope on this particular area. The companies will have to insist there product to every Individual to use the product they have introduced in market. The new companies will have a hard time in bringing up their product but they companies that already exist does not want new competitors. So they have to work on every individual to use their product. Hence they don't mind the after results of using it.

Review of Literature

Adithya Kumari. H, Mahadeva Murthy. M and Hydarali, (2013) argued that internet was a most common and usual instrument for all students. The results of the study showed that students used internet for several objective and most of the students also faced many problems while surfing the internet. A large population used the internet every day. The researchers recommended the teaching institutes to educate and advise students to use internet.

Barthakur (2012) conducted a study on find out the connection between internet use and mental health problems. In the total 268 respondents, 24.6% testified frequent problems due to use of internet. The researchers found several negative effects of internet addiction. A large population from the sample accepted that excessive use of internet effected their work, social life and anticipation. Heavy users of internet felt loneliness, depressive, anxious and other disorders. The researchers recommended that internet users at the college and workplace should be screened and interventions should be planned to prevent mental health problems.

Sugata Mitra and Vivek Rana (2001) provided internet facility to the slum children in New Delhi. The researchers observed that children seemed to understand the things and could us technology easily. Children did not find language and education any significant problem to learning. They also argued that internet technology had been spreading promptly in India like other countries of the world but internet users in India were mostly restricted to urban areas.

Research Methodology

Objective of the Study

- To understand the pattern of social media marketing among youngsters in Chennai.
- To analyze the relationship between mobile usages for social media marketing.

Importance of the Study

Students are been assessed by the companies to know their products are been used by the students. So they follow every individual profile to about their thinking pattern and what they are

looking for in the internet. So they advertises all the related products and services to show the individual that he is not living a life that is for. Instead he been pulled out by people around him and had given him life that he does want to live for. There is general human thinking pattern that they want to live the life of others.

Hypothesis of the Study

H0: There is no relationship between mobile usage and social media marketing.

H0: There is no relationship between mobile for marketing among youngsters in Chennai.

Methodology of the Study

The data used for the study is primary source of collecting data from in and around Chennai region. The 153 respondent were answered the questionnaire through online collection method. The respondent were selected based on convenient sampling method. The tools used for the study is cross tabulation for to understand the variables
Garrett Ranking Techniques has been used to find out the most significant factors which influence the respondents. Here the respondents have been asked to assign the rank for all the factors and outcome of such ranking have been converted into score value.

$$\text{Percent position} = 100 (R_{ij} - 0.5) / N_j$$

Analysis and Interpretation

Table 3

Reliability statistic

Cronbach's Alpha	No of Items
.782	28

The above table 3 shows the Cronbach's alpha is the most common measure of internal consistency ("reliability"). It is most commonly used when you have multiple Likert questions in a survey/questionnaire that form a scale and you wish to determine if the scale is reliable. The alpha coefficient for the twenty eight items is .782, suggesting that the items have relatively high internal consistency. The consistency is more than 0.7 is highly acceptable.

TABLE 4
Classification of Age and Place of using Mobile Phone

Age	Home	College Campus	Other	Total
15-18	24	3	4	31
19-21	77	16	13	106
22-25	13	2	0	15
Total	114	21	17	152

Table 4 shows the information about the age and the place of using mobile phones. Mostly it been used at home. It shows that most of them using their mobile phones when they feel they feel not duty bounded. It makes us come to a conclusion that they are felling lost or not important at their house. The number is 114 out of 152 and it is huge number compared to other place. They number of students using mobile phones in college are 21 and in other places are 17.

**FIGURE 1
USAGE OF MOBILE PHONES IN YEARS**

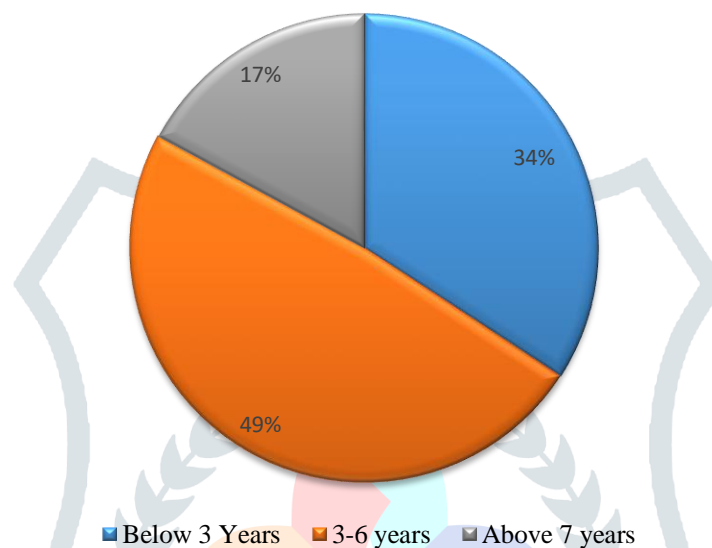


Figure 1 shows that the percentage of people using mobile phones and their usage in years. In the above figure most of the people use their mobile phones for 3 to 6 years. There are very less in number of people, used their mobile phones for more than 7 years. Most students get their mobile phones when their young. They stop exploring them and start exploring their phones. This stops them from discovering them in the general world and they would fall on to wrong consultation.

**TABLE 5
SUFFERING OF MOBILE AMONG YOUTH IN CHENNAI**

Category	1st	2nd	3rd	4th	5th
Social media	50	27	29	17	30
Entertainment	41	40	31	18	23
Games	43	21	40	12	37
Music	43	26	29	19	36
Others (GPRS) (shopping)	24	44	38	17	30

The responded values are recorded to find garret value and multiplied by it. The below table no 6 shows that students prefer to spend most of their time on entertainment. The social media is used as much as entertainment, there is not much of a difference between them.

TABLE 5

GARRET VALUE SUFFERING OF MOBILE AMONG YOUTH IN CHENNAI

Category	1 st	2 nd	3 rd	4 th	5 th	Total	Average	Rank
Social media	74250	31800	28500	13200	14160	161910	32382	2
Entertainment	60750	47400	30500	14000	10800	163450	32690	1
Games	63750	24600	39500	9200	17520	154570	30914	4
Music	63750	30600	28500	14800	17040	154690	30938	3
Other (GPRS) (Shopping)	35250	52200	37500	13200	14160	152310	30462	5

The entertainment will soon be suppressed by over usage of social media. Entertainment is one of oldest form of media and social media was introduced 15 years ago. Gaming is one of oldest form of entertainment but this commonly used by everyone. Since its duty bounded students does not feel as they are using it excessively.

TABLE 7

APPLICATION WHICH ARE USED TO MARKETING PRODUCTS

Social network apps	1st	2nd	3rd	4th	5th
Facebook	45	29	38	17	24
Instagram	48	21	25	24	35
Whatsapp	50	14	31	13	45
Snapchat	64	21	13	20	35
Twitter	59	16	28	13	37

The Table 8 shows the information about ranked social media for marketing the products by the students. It shoes that students prefer using snapchat more than other apps. The oldest social media is facebook. But students prefer apps which contains less information about them and more of everyday fun they have. These information shown in social media does not convey everything they had. But there is lot of difference between other apps. This shows that students use all social media apps but prefer one app that is convenient for them.

TABLE 8

GARRET VALUE APPLICATION WHICH ARE USED TO MARKETING PRODUCTS

Apps	1 st	2 nd	3 rd	4 th	5 th	Total	Average	Rank
Facebook	66750	34200	37500	13200	11280	162930	32586	2
Instagram	71250	24600	24500	18800	16560	155710	31142	4
Whatsapp	74250	16200	30500	10000	21360	152310	30462	5
Snapchat	96750	24600	12500	15600	16560	166010	33202	1
Twitter	87750	18600	27500	10000	17520	161370	32274	3

Conclusion:

The content that people search for in internet will mostly be related to success and steps for attaining them. They wanted to live a life they feel it suites them batter then to lead a life to make his better. Inter will always refer to people from an accounts history i.e. past related search and it narrows down many of the information when comes to public because most of the time they provide similar information. The results shows that facebook plays a major role in marketing of products followed by twitter and Instagram. The students are uses mobile mostly for entertainment purpose so the companies are used YouTube to market their products.

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